

**MINUTES**  
Emery County Travel Bureau  
**May 4, 2016 11:00am**  
Canyon Conference Room  
Castle Dale, Utah



**Board Members:** Lamar Guymon, Jordan Leonard, Travis Bacon, Josh Rowley, Keith Brady, Penney Riches

**Staff:** Chelsea Guymon, Tina Carter

**Visitors:** Bryan Brooks

**Conducting and Welcome:** Chairman Keith Brady

1. **Approval of Minutes: April 6th:** A motion was made by Lamar with a second from Jordan. **APPROVED**
2. **Discuss/Approve/Deny Qualifications for Advertising Grant Funding:** Tina talked about adding the State's guidelines to apply for grants to our guidelines so there is no confusion or problems in the future. Keith went over UOT's eligibility requirements so the board knew those as well. Tina went over our marketing grant funds and how they are used. The board discussed businesses and events and how they need to start building their own marketing funds so they aren't relying so heavily on our grant. Penney brought up possibly having a separate grant cycle specifically for events so there is some differentiation between private businesses and events. It was also brought up that we need to define what businesses can apply for the grant. It was brought up that we need to define that only tourism based businesses can apply for the grant versus private tourism based businesses. It was then discussed that we could possibly have separate qualifications for events to apply.
3. **Discuss/Approve/Deny Advertising Grant Fund for 2016:**
  - a) **Country Time Rentals:** There have been conflicting reports on whether or not this business is actually open and who the owner is. Penney motioned to deny funding due to ineligibility with a second from Jordan.
4. **Discuss/Approve/Deny Closing Advertising Grants Fund for 2016:** Travis motioned to close the 2016 grant fund cycle with a second from Josh.
5. **Ratification of Tourism Incentives Application Grant Fund for 2016:** The board discussed whether or not grocery stores fit the guidelines of the Incentive program where they don't pay tourism based taxes such as TRT and TRCC. The board all agreed that the business applying for grant funds need to collect TRT or TRCC to avoid any problems in the future with applicants finding loopholes that could potentially put us in a difficult position. Tina talked about the visit she had with the auditor and how he said we need to comply with State regulations. Travis motioned to ratify the guidelines for the Tourism Based Incentive Program with a second from Jordan.
6. **Discuss/Approve/Deny Tourism Incentives Program:**
  - a) **Fatty's Pizza & Grill:** Motion by Travis to approve full funding with a second from Josh.
  - b) **Food Ranch:** Their application is incomplete and they don't collect TRT or TRCC so they are ineligible. Motion by Josh to deny funding with a second from Lamar.
  - c) **Castle Dale Welcome & Information Center:** They don't fit the criteria of this program, but once we start working with individual communities they could possibly get funding through other programs. Motion by Travis to deny with a second from Penney.
7. **Discussion/Presentation Epicenter GR Projects: Bryan Brooks:** Epicenter has tentatively been granted the Our Town grant through The National Endowment for the Art's. They will receive \$50,000 for the revitalization of Green River. With this money they plan to focus on the Broadway area downtown. They are currently receiving proposals from artists for community projects. Last year the Travel Bureau granted the Epicenter \$3,500 in grant funds. The Our Town grant is a 50/50 matching grant and they are looking for help to get the funds needed to match the grant. Bryan said that the Travel Bureau would be a huge sponsor of this project by granting them \$14,000 to put towards the matching funds. Maria said the funds won't be needed until the next fiscal year, so if we are able to grant them the requested funds we will have time to get the funds approved through the County budget meeting in October.
8. **Discuss/Approve/Deny Creative Firm Proposals:** There are 12 companies who have applied for the creative firm position. It was stated that as long as a decision is made by the next commission meeting as to who the board would like to have as their creative firm, that we didn't have to have a definite decision today. Travis motioned for the board to review all applications individually on their own time and then reconvene at a different time to finalize our decision with a second from Jordan.
9. **Discussion of Financial Report: Tina Carter:** Our numbers look much better than they have the last couple of months. TRT is up which only puts us slightly behind what we were. TRCC is much higher which is a huge positive for us. Green River's TRT is also up.

**10. Update, Discussion on Possible Recommendation of the Following:**

- a) **Film Related Projects:** Jordan has a conference call on the 10th about film projects. Jack with the Epicenter has said that they will help with getting our businesses on the Film Commission website.
- b) **State Parks:** Green River Disc Golf Tournament had 96 participants and they have another tournament scheduled for November. Millsite has a new single track trail and they are thinking of a name for it so suggestions are welcome.
- c) **Trail's Committee:** They talked about Green River's current projects. They are going to expand Saucer Basin by 30 miles. There will be no Travel and Transportation done through the BLM for at least two years. We were told that we can put signs up on designated trails. Green River's Blue Castle trail is featured in a prominent mountain bike magazine. Green River's Trails group is having some set backs with Moab's BLM Office and SUWA.
- d) **Business Groups:** Potluck had their creative agency visit so they could see the area and get familiar with it. The Business Chamber had a banquet in April.
- e) **Museums:** JWP had an after hours event and they may be getting two new board members.
- f) **Expos & Events:** The Travel Trade meeting went well but their expo schedule isn't set yet. Go West will be in February of 2017 and the NTA will also be held in February of 2017
- g) **Online & Print Projects:** Green River's discount cards are finished. Caste Valley Communities is still moving forward.
- h) **Rourism Program:** Roger Brooks will be doing his presentation Thursday and Friday.
- i) **Event Coordinator:** Holly Jorgenson was given the contract. It was brought up that Holly will need to coordinate with Tina since the funds for her wage as well as her event marketing and expenses will come through the Travel Bureau Office.

**11. Update/Approve/Deny Possible Recommendations of the Following:**

- a) **Action Plan:** Nothing new. We will know more after Roger's assessment.
- b) **Bylaw Recommendations:** Still on Google Drive. We need to adopt them.
- c) **Strategic Plan:** Working with Ryan Murray who works with small businesses. He is going to help us with our strategic plan to help define what we are doing, he will facilitate discussions about grant guidelines at our meeting, but will work directly with Tina to complete the plan.
- d) **Roger Brooks:** His assessment will be Thursday and Friday.

**12. Discussion of Old Business:** None

**13. Discussion of New Business:** None

**14. Adjourn-** Thank you for coming!